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(54) **PRIORITY BASED PLACEMENT OF
MESSAGES IN A GEO-LOCATION BASED
EVENT GALLERY**

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ABSTRACT

In some embodiments, a computer implemented method of
processing messages may include receiving priority infor-
mation from at least one sponsor, the priority information to
be used in determining a priority of one or more messages
received from a plurality user devices, creating a message
collection using a plurality of messages received from the
plurality of user devices, applying the priority information to
at least one of the messages in the message collection,
prioritizing the at least one message in the message collec-
tion according to the applied priority information, and
supplying the message collection with the at least one
message in an order of presentation based on the applied
priority information of the at least one message.

